

PHILIP MORRIS U.S.A.

*Newspaper*NEWSPAPER COST/DEMOGRAPHIC BREAKOUTS1971 - ROP SPENDING BY AGE/SEX DEMOGRAPHICS

<u>AGE</u>	<u>% MALE</u>	<u>SPENDING</u>	<u>% FEMALE</u>	<u>SPENDING</u>	<u>TOTAL SPENDING</u>
18-24	48.9%	\$ 449.5	51.5%	\$ 473.4	
25-34	48.9	559.4	51.5	589.1	
35-49	48.9	730.5	51.5	769.4	
50+	48.9	1,218.5	51.5	1,283.3	
TOTAL		\$ 2,957.9		\$ 3,115.2	\$ 6,048.3

1976 - ROP SPENDING BY AGE/SEX DEMOGRAPHICS

<u>AGE</u>	<u>% MALE</u>	<u>SPENDING</u>	<u>% FEMALE</u>	<u>SPENDING</u>	<u>TOTAL SPENDING</u>
18-24	48.9%	\$ 3,017.7	51.5 %	\$ 3,178.2	
25-34	48.9	3,752.3	51.5	3,951.8	
35-49	48.9	4,903.8	51.5	5,164.5	
50+	48.9	8,179.6	51.5	8,614.5	
TOTAL		\$19,853.4		\$20,909.0	\$40,600.0

1981 - ROP SPENDING BY AGE/SEX DEMOGRAPHICS

<u>AGE</u>	<u>% MALE</u>	<u>SPENDING</u>	<u>% FEMALE</u>	<u>SPENDING</u>	<u>TOTAL SPENDING</u>
18-24	48.9%	\$ 5,394.7	51.5 %	\$ 5,681.5	11076.2
25-34	48.9	6,707.9	51.5	7,064.5	13772.4
35-49	48.9	8,766.4	51.5	9,232.5	17998.9
50+	48.9	14,622.5	51.5	15,399.9	30022.4
TOTAL		\$35,491.5		\$37,378.4	\$72,579.9

1981 - SPANISH ROP SPENDING BY AGE/SEX DEMOGRAPHICS

<u>AGE</u>	<u>% MALE</u>	<u>SPENDING</u>	<u>% FEMALE</u>	<u>SPENDING</u>	<u>TOTAL SPENDING</u>
18-24	50.0%	\$11,580	50.0%	\$11,580	
25-34	50.0	14,668	50.0	14,668	
35-49	50.0	18,528	50.0	18,528	
50+	50.0	32,424	50.0	32,424	
TOTAL		\$77,200		\$77,200	\$154,400

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